I/R Code 47.40

March 1990

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Note: Commonwealth Life is now a contributor to this survey. All back data have been revised to reflect this change.

Ordinary Sales Revised Through March 1990

Total Single Premium (000)

	1989	1990	Ratio 90/89
January	$ 104,066	$ 75,622	73%
February	85,759	78,413	91
March	97,015	88,933	92
April	77,795		
May	85,523		
June	82,647		
July	68,119		
August	74,136		
September	68,930		
October	73,729		
November	91,268		
December	96,173		
Year total	$1,005,160		
Year to date	$ 286,840	$ 242,968	85%

106 Ordinary Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 369,714	$ 399,962	108%	$ 38,014,384	$ 41,295,670	109%	400,305	402,883	101%
February	385,110	405,588	105	41,803,395	43,874,871	105	466,196	456,745	98
March	470,459	494,631	105	50,539,149	52,751,505	104	568,257	556,192	98
April	423,514			46,254,347			515,095		
May	459,773			49,089,642			521,557		
June	465,238			49,375,945			530,821		
July	398,184			42,476,793			437,472		
August	441,512			47,934,957			495,535		
September	433,834			46,023,420			489,476		
October	453,523			49,468,046			511,605		
November	471,164			50,573,526			507,558		
December	653,016			62,767,515			585,763		
Year total	$5,425,041			$ 574,321,119			6,029,640		
Year to date	$1,225,283	$1,300,181	106%	$ 130,356,928	$137,922,046	106%	1,434,758	1,415,820	99%

LIMRA INTERNATIONAL

Profit from our research.

16 Home Service Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 38,365	$ 37,722	98%	$ 2,369,540	$ 2,289,316	97%	180,758	170,657	94%
February	42,766	44,046	103	2,688,682	2,721,163	101	199,302	212,686	107
March	49,521	55,126	111	3,184,582	3,599,705	113	224,689	250,591	112
April	46,384			2,996,217			212,219		
May	49,828			3,168,266			225,090		
June	46,528			2,972,176			206,883		
July	42,343			2,624,644			192,790		
August	46,407			2,969,442			212,440		
September	45,331			2,856,946			209,407		
October	48,392			3,084,638			223,432		
November	43,440			2,784,668			195,605		
December	45,625			2,895,041			201,952		
Year total	$ 544,930			$ 34,594,842			2,484,567		
Year to date	$ 130,652	$ 136,894	105%	$ 8,242,804	$ 8,610,184	104%	604,749	633,934	105%